



Says

What have we heard them say?
What can we imagine them saying?



Thinks

What are their wants, needs, hopes, and dreams?
What other thoughts might influence their behavior?

people
growing her
skills in
youtube
channel

entertainment

today's online
information world
people are
increasingly eager
to obtain the
maximum amount
of information in a
short period of time

people can watch
the latest current
affairs just by
taking out their
youtube channels

learning

development
of knowledge



Persona's name

Short summary of
the persona

spending
more time of
youtube
channel

watching
usefull
vidoes

give the
better
solution

youtube is
changing the
landscape of our
world including
higher
education

we need more
information
form youtube
channel

earning
amount in
youtube
channel



Does

What behavior have we observed?
What can we imagine them doing?



Feels

What are their fears, frustrations, and anxieties?
What other feelings might influence their behavior?